



22 February 2010

Mr Robert Chappell
Director
Independent Gambling Authority
PO Box 67
Rundle Mall SA 5000

Dear Mr Chappell

Notice of Intention to Conduct Betting Operations in South Australia

We refer to our telephone discussion on 22 February 2010 and enclose a copy of the completed notice mailed to your office during February 2009.

Please note the following changes since that date:

1. Sports Acumen Pty Ltd changed its name to Sports Alive Pty Ltd on 19 March 2009.
2. Sports Alive Pty Ltd wagering licence re-issued upon name change and licence expiry extended to 11 November 2013.
3. The domains www.sportsacumen.com, www.globalsportsbet.com.au and www.betapl.com are no longer active and redirect to www.sportsalive.com.

Please also note that Sports Alive Pty Ltd currently operates a number of on-line wagering brands, including:

www.sportsalive.com

www.bet247.com.au

multiples.au.betfair.com

If you have any questions in relation to the above do not hesitate to contact Robert Gallagher or the writer.

Yours sincerely,

Stephen Chant
Director

Encl.



SOUTH AUSTRALIA

Authorised Betting Operations Act 2000, section 40A(1)(a)

Notice of Intention to Conduct Betting Operations in South Australia

To the Independent Gambling Authority—

SPORTS ALUMEN PTY LTD

(insert name of interstate betting operator)

Australian Business Number (A.B.N.): 49 069 087 332

Australian Company Number (A.C.N.): 069 087 332
(if applicable)

Business address: PO BOX 321, PORT MELBOURNE
VIC 3207

being an Interstate Betting Operator, hereby gives notice for the purposes of section 40A(1)(a) of the Authorised Betting Operations Act 2000 of its intention to conduct betting operations by telephone, internet or other electronic means in South Australia from

1.1.3.109
(insert date)

The prescribed interstate licence upon which the Interstate Betting Operator relies is—

Licence: LICENCE NO 3, SPORTS BOOKMAKING LICENCE
(name of licence or other authority)

Relevant legislation: RACING & SPORTS BOOKMAKING ACT 2001
(name of legislation under which the licence or authority operates)

Jurisdiction: AUSTRALIAN CAPITAL TERRITORY
(State or Territory)

Date of expiry: 8.1.3.2011
(if applicable) Licence number: NUMBER 3
(if applicable)

This notice was submitted under cover of an authorising letter on

16.1.2.109
(insert date)

The Interstate Betting Operator's nominated contact officer is

Name: STEPHEN CHANT

Position: DIRECTOR

Telephone: 03-9699 4053

16 February 2009

Mr Robert Chappell
Director
Independent Gambling Authority
PO Box 67
Rundle Mall SA 5000

Dear Mr Chappell

Notice of Intention to Conduct Betting Operations in South Australia

We refer to your letter dated 28 January 2009 and enclose completed Notice of Intention to Conduct Betting Operations in South Australia.

Sports Acumen operates its on-line wagering business via the following domain names.

www.sportsacumen.com
www.globalsportsbet.com.au
www.betapl.com

Should you have any questions do not hesitate to contact our office.

Yours sincerely


Stephen Chant
Director